

## Press release

**MicroCred group announces the launch of MicroCred Madagascar operations in November 2006 following finalized approval to open a financial institution in Madagascar.**

*New York, Paris, November 7th, 2006.*

MicroCred S.A., an international investment company focusing on the creation and development of microcredit banks, is delighted to announce the launch of MicroCred Madagascar, the second institution of the group.

MicroCred Madagascar will start operations this November.

Located in Antananarivo city, near Andravohangy market, MicroCred Madagascar will offer financial services to Malagasy micro-, small- and medium-sized companies typically excluded from the traditional financial sector. It will provide Malagasy entrepreneurs with the competence and funding to support their business development.

By these means, MicroCred Madagascar hopes not only to participate in the improvement of the living standards of its clients and their families, but also to contribute to the economic growth of the country. MicroCred Madagascar wishes to become a leader in providing financial services to Malagasy small businesses.

“Less than 7% of the Malagasy population has access to the banking system, and less than 200,000 people out of the 18.6 million inhabitants of the island have access to microfinance banking institutions. In this context, MicroCred hopes to contribute to the development of the financial industry by addressing the needs of entrepreneurs previously excluded from it,” says Arnaud Ventura, C.E.O. of MicroCred.

The investment in this second MicroCred institution is a new milestone in the group’s strategy, which aims at creating a strong network of financial institutions, specialized in Microfinance. As with MicroCred Mexico, MicroCred S.A. will provide MicroCred Madagascar with central technical support including financial systems, methodologies and products.

Several partners are expected to contribute to this project, including the International Finance Corporation, the investment company B.I.O., and international banks with local presence such as the Bank of Africa and Société Générale.

MicroCred is targeting Sub-Saharan Africa, Northern Africa, Asia and Latin America for similar institutions in 2006 and 2007 and beyond.

**For further information :**

[www.microcred.org](http://www.microcred.org)

[www.microcred.mg](http://www.microcred.mg)

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**About MicroCred :**

MicroCred is an investment company whose mission is to create a group of companies and banks specialized in microfinance. MicroCred has developed an innovative model which provides access to financial services for microentrepreneurs who are excluded from the traditional banking system. MicroCred intends to create and/or invest in 15 microfinance institutions by 2011.

PlaNet Finance, Société Générale, Axa Belgium and the International Financial Corporation (World Bank Group), are among the shareholders of MicroCred Holding.